8 December 80

Dear Carole:

I was away when this issue came out, and so could not make your 30 November deadline.

This was a good issue, on the whole, without more Blues Sky than one could expect from such a subject. Some themes were familiar: was confidently predicting the paperless office and the direct link from Station to Files more than 20 years ago. [His enthusiasm for computers was in direct proportion to his ignorance of the facts of life where records management was concerned.] Others, such as the way in which cables are expedited, were less so.

The magazine suffers from an ailment common to all house organs - it is primarily Show & Tell, rather than a vehicle for exchange of ideas. We tried, when the idea was new, to get permission for a magazine in which we could toss out an idea, such as "What's Wrong With Fitness Reports?", and have the next issue devoted to passionate discussions, pro and con. The suggestion was shot down forthwith. I still think it's a good one. We have a great many capable and intelligent people here, and the ideas they would be likely to generate would be worth reading.

I don't think that our most recent bout of self-consideration, which lead to the solemn conclusion that we are the best-managed agency in government, is worth more than the hoot of laughter which it evoked. Neither have I much respect for the new procession of AWPs, PARs, and the like which try to put this Agency on precisely the same footing as all other elements of our government. I believe that a genuine discussion, at the working level, would have generated something worth consideration. And fitness reports, to say nothing of the whole evaluation system, are only the beginning.

I am leaving the Agency, after 25 years, and I wish you well. I hope that you can inject an element of comment in future issues. They would be proof positive that previous issues have been read, and you wouldn't have to rely on the dubious litmus paper of questionnaires.

As a future theme, may I suggest a picture sequence of some of our more picturesque people, like the guards? We have one traffic controller who is a very Nijinsky. A series of candids would make a delightful centerfold.

STATINTL

Best wishes,

Approved For Release 2001/08/14 : Cl

NTL



DDA EXCHANGE READER SURVEY

Each reader of this issue is requested to take a few minutes to answer the following questions. Your responses will help the Editors evaluate the acceptance and usefulness of *Exchange*. Please fold the completed survey form and staple it so the address on the reverse side shows, then forward it through internal mail. Survey responses should be mailed by 13 May 1977. Results of the survey will be included in a future issue of Exchange.

	, a future issue of Exchange.
Ple	ase circle the letter corresponding to the most appropriate answer.
1.	How much of Exchange do you normally read?
	a) All articles b) Most articles c) An article or two d) Hought doubt was to
2.	To what degree has Exchange increased your understanding of the Directorate?
3	wy voly light by right c) Moderate d) Low
٥.	How do you rate Exchange as a source of information? a) Excellent b) Good c) Poor d) Very poor
4.	In what ways is this information useful to you? (Circle all which apply.)
	your job or Office your career information development
5.	Do you feel the average length of the publication is:
	a) Too short b) About right c) Too long
6.	Would you prefer that Exchange be published:
7	a) More frequently b) As is [quarterly] c) Less frequently d) Not at all
7.	what is your opinion of the general quality of Exchange? (writing style, readability.
	a) Very high b) High c) Low d) Very low
8.	What topics or subject areas do you suggest for future publication?
	your obligation?
9.	Please add any comment or suggestion pertaining to the publication of Exchange.
0.	Please check one item in each of the following categories:
	Your grade: GS-14 or above GS-10 thru 13
(Office of Assignment: OC_ODP_OF_OL_OMS_OP_OS_OTR_O/DDA_Other
	(PLEASE FORWARD COMPLETED RESPONSE BEFORE 13 MAY 1977.)
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DDA EXCHANGE REGULAR DISTRIBUTION APRIL 1977

DDA OFFICES - Sent to Senior Editors

O/DDA		36
OC		35
ODP		65
OF		24
OL		40
OMS		30
OP		50
OS		40
OTR	•	30

TOTAL DDA OFFICES (Sent to Senior Editors for distribution)

350

OTHER OFFICES - Generally sent to senior DDA careerist serving in each office

NIO	1
DDI (15 addressees)	17
DDO (15 addressees	54
DDS&T (8 addressees)	73
DCI (8 addressees)	12

OTHER

IC Staff Training aids (OTR)	2 45
G&VA	5
Archives	1
Library	1
HIC Library	1

GRAND TOTAL

562

Approved For Release 2001/08/14: CIA-RDP86-00114R000100090005-6

DDA EXCHANGE READER SURVEY

CHARACTERISTICS

Questions 5, 6, and 7

Do you feel the average length of the publication is--

4% Too short

85% About right

11% Too long

Note: Some responses that the publication is too long included suggestion that it be published more frequently.

Would you prefer that Exchange be published --

18% More frequently 85%

67% As is (quarterly) 8% Less frequently

8% Not at all

Note: Of the 20 (8%) "not at all", 6 were from OS and 5 from "other" (including those who did not identify office)

What is your opinion of the general quality of Exchange?

13% Very high

86% High or Very high

INTERPRETATION:

Better than 85% of the responses support the present standards of length, timing, and quality.

Approved For Release 2001/08/14 : CIA-RDP86-00114R 0100090005-6

DDA EXCHANGE READER SURVEY

EFFECTIVENESS

Questions 2, 3, and 4

The purpose of Exchange is:

A publication designed to furnish a medium for the exchange of ideas, concepts, information, and techniques that are of common interest to the personnel who are engaged in resource management in the Directorate of Administration.

To what degree has Exchange increased your understanding of the Directorate?

28% responded very high or high

86% responded moderate through very high

Note: Some slight variations are shown between grade levels.

How do you rate Exchange as a source of information?

17% indicated excellent

83% indicated excellent or good

Note: There is considerable differences among offices. ODP, OS, and OTR indicate range of 68%-70% for excellent or good or conversely 30% to 32% characterize magazine as poor or very poor.

In what ways is this information useful to you?

21% identified it as job/office related

13% identified it as related to career development

86% identified it as background information

INTERPRETATION:

Better than 80% of the responses indicate in positive terms that Exchange is effectively achieving its purpose.

SELECTIONS

COMMENTS OR SUGGESTIONS PERTAINING TO THE PUBLICATION OF EXCHANGE

Very little substance--a glossy showpiece--eliminate it.

Let the Exchange cover topics outside DDA and the office.

Shorten and publish more frequently, i.e., every two months. Currently, many people do not take time to read it.

Do not believe the cost in dollars and employee time can be justified by the final product which is of very limited interest.

Put in pictures of the authors of the articles.

What does the history of the CB radio have to do with the Agency and DDA/OC, and how does this relate to the DDA? Most of the articles relate directly to the DDA and the Agency.

Very interesting--keep up the good work.

Re-write articles might help--leads are poor or non-existent and don't encourage going on--this kind of item doesn't need to be so slick and expensive--more of a house organ might be better.

Keep up the excellent work. I enjoy reading the Exchange very much.

How much does Exchange cost the taxpayer?

INTL

Most articles deal with the successful project, task, effort, etc., and avoid shortcomings, omissions and mistakes that are bound to occur in any organization. This tends to give the Exchange the appearance of a propaganda organ. The negative as well as the positive should be broached in the articles to present a more realistic overall picture of the DDA. We can learn from our mistakes as well as our successes.

STATINTL

Style is too formal, bureaucratic, pedantic. Would like to see shorter articles containing less standard "UGS" phrases. Enjoyed (Apr 77).

^{***}Every tenth response from 122 comments/suggestions made in Reader Survey.

SELECTIONS

TOPICS OR SUBJECT AREAS SUGGESTED FOR FUTURE PUBLICATION

None at present--but suggest that a form be included in each publication to allow suggestions to be forwarded easily.

Suggest future issues include brief function highlights of various divisions and branches within DDA (limit 2 pages).

Progress/updates on newly developed or developing systems or newly installed programs (i.e., security [badges], Logistics computer systems, SAFE, even GAS).

More internal workings of DDA.

Parking. Why not a tunnel from West Lot? Off Campus Education Program, Alcohol Program, cafeteria prices.

Discontinue publication and increase verbal communication.

Why does it take so long to get anything through Procurement Division? Why is the response time for most logistical services so long? Has an article been done yet about the General Accounting System (GAS)? What is the status of the new badge machine?

More about employee benefits.

More personal examples of how DDA people support other Directorates, i.e., an Administrative Officer in DDI or S&T office, a Chief of Support overseas. How do they, as individuals, contribute to the mission of CIA?

Bio's on DDA and/or Agency personnel, significant events, changes, etc., (past and/or future).

DDA news! (i.e., organizational changes--assignments to key positions--DDA policy projections, changes, etc.)

***Every tenth response from 115 suggestions made in Reader Survey.

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DDA EXCHANGE READER SURVEY -- OVERALL SUMMARY.

Approved For Release 2001/08/14 : CIA-RDP86-00114R000 0090005-6

GS-14 & above 29 GS-10 thru 13 GS-09 & below 16 TOTAL 83 7. To what degree has Exchange increased your understanding of the Directorate? GS-14 & above 2 GS-14 & above 2 GS-16 thru 13 GS-09 & below 0 TOTAL 3	8 27.9 38.4 26.7		An article or two # % 16. 15.4 8 8.1	Usually don't read it \$\\ 3 \\ 2.9\$	TOTAL
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